

## REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

30834 AUG 29 '21

Dated at 239 West 39th St., New York City

August 22nd ..... 1921

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

AUG 29 1921

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
tection, requests the return to him under the provisions of sections 59 and  
60 of the Act of March 4, 1909, ~~of one or~~ both of the deposited copies of the  
2 reels of motion picture films entitled A Good Sale Made in Shoes

deposited in the Copyright Office on..... and registered  
under Class....., XXc., No..... ©CLM 2037

If this request can be granted you are asked and authorized to send the said copy or copies to me at the following address:.....

to The Economist Film Service  
at 239 West 39th Street, New York City

Signed

(Claimant of Copyright)

AND  
Bk. A

SEP 27 1921

Bk. R

**Ek. TEL**

**2 Copies Returned**

SEP 30 1921

Bk.

SEP 30 1921

✓

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1 Real ✓

SYNOPSIS OF "A GOOD SALE IS MADE IN SHOES."

A special window display of shoes attracts the attention of a prospective customer. She goes into the Shoe Department and is greeted by a shoe salesman who immediately gives her his undivided attention. He recognizes at once that his customer is not only undecided as to what she wants but somewhat timid in letting him know this. She represents a large class of people, dropping into the Shoe Departments of all stores -- prospective customers who are made steady customers if only tactfully met and skillfully handled by the salespeople representing the Department.

The film on "A GOOD SALE IS MADE IN SHOES" depicts how this clever shoe salesman handled his customer, developing her interest into desire and finally into decision. It shows how he scored not only one but three good sales and what is more that through his good salesmanship he quite naturally made a satisfied customer out of a "Window Shopper."



Queries On "A GOOD SALE IS MADE IN SHOES"

1. Is your first impression of the shoe salesman favorable or unfavorable? Why?
2. Prove that the window displays paid in the store shown in the film, -- What caused the prospective customer to "center her gaze on the pair of high shoes" -- Mention some features that enter into an attractive and effective window display?
3. Who put the store "ad" in small frame in the Shoe Department? Why? -- What method have you adopted for acquainting yourself with what is daily advertised in your department? What advantage is it to you to know?
4. Why is the "approach" so important a part of any sale? Criticize the approach of the shoe salesman from this customer's viewpoint.
5. What type of customer is represented in these scenes? What do you learn from this salesman which will help you to meet this type as successfully as he did?--
6. Would the salesman have followed the same method with all customers?
7. Who closed the sale, the salesman or the customer?--
8. Discuss the good points of this salesman's suggestive selling, -- What was "the unexpected service" and why was it good business?

Answers to Queries on "A GOOD SALE IS MADE IN SHOES"

1. The salesperson who is always quietly and busily engaged arranging the goods in his department or increasing his information about it, when not occupied serving customers, immediately creates the impression that he is interested in his work. - If he is <sup>The chances are that he</sup> is already a successful salesman or will soon be -- The salesman represented in the picture evidently believes not only in keeping busy but in making good personal appearance. He is well groomed, energetic, and courteous in this manner--
2. The fact that customers stopped to observe the windows is proof that they were attractive -- In this the display man accomplished part of his purpose -- However, they not only attracted customers but sold goods -- The customers saw what she thought she needed and upon investigation of the shoes suggested by those in the window display, bought. There was one pair in the display at least which aroused her interest. Upon these "she centered her gaze" Except for that particular pair of shoes she might have passed by uninterested (apply the law of suggestive selling, thinking of displays as silent, suggestive selling) Features of successful window display are, (1) Attractive general effect, as produced by backgrounds, lights, lines and colors and (2) Novel and artistic arrangement of goods that interest those passing by.--
3. Different stores have different methods of placing the daily "ads" before the salesforce -- Both the advertising manager and the buyer should be vitally interested in having it in each department and read. Even the floorman could give his attention to this detail of good management with much advantage to himself and the business -- At all events, all the salespeople should know what is being especially featured for the day in the advertisements in order that they may concentrate upon its sale, thus assisting the advertising manager to accomplish his purpose -- Other good results of having the "ads: read daily in each department are closer team work and, well written, the development of the individual salespeople, -- A well written "ad" contains vital information well said, Effective talking points.
4. "First impressions are lasting" we say and truthfully -- An awkward, cold reception either kills a sale or retards it. -- The sincere, cordial approach, on the other hand establishes that friendly relationship which means immediate progress in the transaction, -- Particularly is this true if beside being sincere and cordial the approach is business-like -- Whether the customer is conscious of it or not, a business like approach inspires her confidence in that it suggests, that it is the salesclerk's intention to waste neither her time nor his.



Answers to Queries on "A GOOD SALE IS MADE ON SHOES"

5. Undecided customers are most successfully met with a pleasant, earnest manner. This wins their confidence and tends to center their mind on the purchase they have in mind. They also require patience until the salesclerk finds out just what is most desirable and satisfactory for them. This he finds out by listening attentively to what they say, asking leading questions and showing his merchandise. This type of customer is usually rather easily persuaded. She depends upon the salesclerk's advice -- The successful salesclerk, however, gives his advice as helpful suggestions. He is wise enough to let the customer think that she decides for herself.
6. Decidedly not if he was a successful salesman -- Recognizing the different personalities of the various customers and meeting them accordingly is a quality that most strongly determines the salesclerk's success in selling. If this salesman's next customer is a decided type he no doubt will proceed in a noticeably different manner. See film on "Types of Customers."
7. Undecided customers often appreciate the salesclerk's deciding for them. In doing so, the salesclerk, in such instances, renders a real service, provided he makes the decision in favor of the customer and not himself. He must influence her to take what will prove most satisfactory in all respects -- style, comfort, price, etc. -- Wrong decision for a customer could never in any case prove to be good business -- (connect with 5)
8. Placing the shoe trees in the shoes, immediately told the customer of their purpose, and suggested the necessity for them -- This was tactful and convincing. His suggestion for a pair of trees for each pair of shoes was logical -- His reference to the price as cheap compared with the service they would give was reasonable and honest. Suggestive selling is convincing and profitable when it is tactful, logical, reasonable and honest. Do more of this kind of suggestive selling.

This document is from the Library of Congress  
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Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

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